WHAT IS CLAIMED IS:

1. A compound having the formula $W\text{-}X_n\text{-}Y_m\text{-}Z$, wherein:

W is mono- or dihydroxy-1,4-quinonyl or di- or tri-hydroxyphenyl, each optionally substituted with alkyl, aryl, heteroaryl, saturated or partially saturated carbocyclic groups, cycloalkyl, halo, arylalkyl, haloalkyl, alkoxy, alkylthio, amido, acyloxy, arylacyloxy, amino, or saturated or partially saturated heterocyclic group;

X is CH_2;

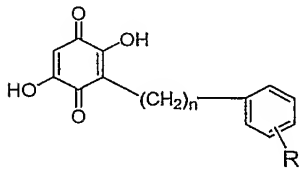
Y is carbonyl;

Z is phenyl or chromen-4-on-2-yl, each optionally substituted with alkyl, aryl, heteroaryl, saturated or partially saturated carbocyclic groups, cycloalkyl, halo, arylalkyl, haloalkyl, alkoxy, alkylthio, amido, acyloxy, arylacyloxy, amino, or saturated or partially saturated heterocyclic group, or lower alkyl;

n is 0-5; and

m is 0 or 1.

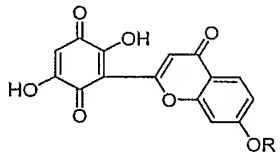
2. The compound of claim 1, having the structure of Formula I:



I

wherein R is lower alkyl or halo and n is 0-5.

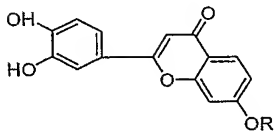
3. The compound of claim 1, having the structure of Formula II:



II

wherein R is lower alkyl.

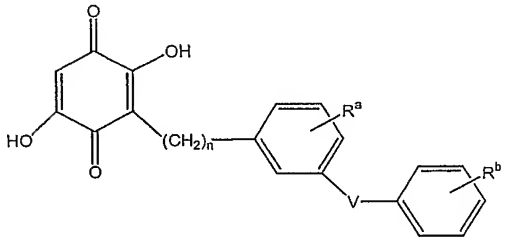
4. The compound of claim 1, having the structure of Formula III:



III

wherein R is lower alkyl.

5. The compound of claim 1, having the structure of Formula IV:



IV

wherein R^a and R^b are each independently hydrogen, lower alkyl or halo, n is 1-5, and V is $(CH_2)_n$, CONH, or $CONHCH_2$.

6. A pharmaceutical composition comprising a compound of claim 1 and a pharmaceutically acceptable carrier.

7. A method of treating a hyperproliferative disease or cancer in an animal, comprising administering to said animal a therapeutically effective amount of a compound of claim 1.

8. The method of claim 7, further comprising administering an inducer of apoptosis.

9. The method of claim 8, wherein said inducer of apoptosis is a chemotherapeutic agent.

10. The method of claim 9, wherein said chemotherapeutic agent is embelin.

11. The method of claim 8, wherein said inducer of apoptosis is radiation.

12. The method of claim 8, wherein said compound of claim 1 is administered prior to said inducer of apoptosis.

13. The method of claim 8, wherein said compound of claim 1 is administered concurrently with said inducer of apoptosis.

14. The method of claim 8, wherein said compound of claim 1 is administered after said inducer of apoptosis.

15. A method of inducing apoptosis in a cell comprising contacting said cell with a compound of claim 1.

16. A method of rendering a cell sensitive to an inducer of apoptosis comprising contacting said cell with a compound of claim 1.

17. The method of claim 16, further comprising contacting said cell with an inducer of apoptosis.

18. A method of treating, ameliorating, or preventing a disorder responsive to the induction of apoptosis in an animal, comprising administering to said animal a therapeutically effective amount of a compound of claim 1.

19. The method of claim 18, further comprising administering an inducer of apoptosis.

20. A kit comprising a compound of claim 1 and instructions for administering said compound to an animal.

21. The kit of claim 20, further comprising an inducer of apoptosis.

22. The kit of claim 21, wherein said inducer of apoptosis is a chemotherapeutic agent.

23. The kit of claim 22, wherein said chemotherapeutic agent is embelin.

24. The kit of claim 20, wherein said instructions are for administering said compound to an animal having a hyperproliferative disease.

25. The kit of claim 24, wherein said hyperproliferative disease is cancer.